RSAC 2025 Conference

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Scams, Fraud, and Identity: Why Attacks Require UX Focused Identity-Security

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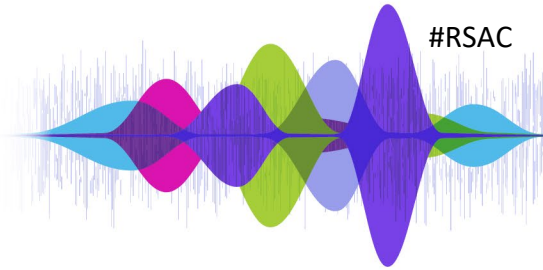

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Apply What You Have Learned Today

- **Next week you should:**
  - Assess your current identity security and fraud prevention tools to identify gaps in protecting against AI-driven fraud.
- **In the first three months following this presentation you should:**
  - Map out customer identity, authentication and fraud prevention processes to evaluate friction points and vulnerabilities.
  - Collaborate across fraud, security, identity, and UX teams to align on strategies that balance security with seamless customer experiences. Remember attackers don’t work in silos!
- **Within six months you should:**
  - Implement or enhance identity verification and fraud detection systems that leverage AI and behavioral analytics.
  - Establish a roadmap for modernizing legacy security infrastructure to improve resilience against emerging fraud tactics.

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